A STATEMENT BY RADIO STATION WOI
owned and operated as a part of the
IOWA STATE COLLEGE OF AGRICULTURE AND MECHANIC ARTS
Ames, Iowa

Prepared for presentation at the Clear Channel Hearing
before the Federal Communications Commission
Docket #6741 - April 26, 1946

Radio Station WOI has requested permission of the Federal Communications Commission to submit this statement in the hope that the interests, not only of this station, but that of all of the educational standard broadcast stations, owned and operated on a non-commercial basis, might be more fully considered when decisions are rendered on the issues involved in this hearing.

WOI is owned and operated as a part of the Iowa State College of Agriculture and Mechanic Arts from funds arising from taxation, and for this reason its programs are all sustaining and of a public service nature.

The Iowa State College of Agriculture and Mechanic Arts is located at Ames, Iowa, in almost the geographical center of the state. It is a specially organized department of the State of Iowa, established by an act of the Iowa General Assembly, March 27, 1858. It is designated as a land grant college, and is engaged in three main activities: first, that of teaching students who are enrolled in the divisions of Agriculture, Engineering, Science, Veterinary Medicine and Home Economics; second, that of conducting research in the important field of agriculture and allied sciences; and thirdly, that of carrying on extension work to rural

areas of Iowa, whose population constitutes more than 57% of the total population. Station WOI, as the radio voice of the institution, has a manifest duty to present these researches and this special farm information, together with programs in the field of adult education, to the citizens of this important agricultural state.

Iowa State College now has more than 6100 students, and plans are being made to accept 7500 for the quarter opening in September, 1946. The staff of the Iowa Agricultural Extension Service, college and field agents, who number more than 300 in cooperation with resident staff of 500, work closely with the broadcasting enterprise. The college maintains and operates the Iowa Agricultural Experiment Station, whose basic contributions to American agriculture in the fields of livestock and crop improvement are well known.

WOI is one of the oldest broadcasting stations in the United States, and the pioneer station of Iowa in continuous operation. It received its first license from Radio Division, the United States Department of Commerce, in April, 1922, and has operated continuously since that time. It was assigned daylight facilities on the clear channel 640 kilocycle frequency in November, 1929, and has made the best possible use of this time since that date.

A 400' vertical antenna was put in service March, 1939. A new 5 kilowatt transmitter was put in service September 23, 1939, on the third floor of the Service Building, in rooms adjacent to up-to-date studios, lounge and offices. This modern equipment, efficiently installed and operated, has resulted in very satisfactory daylight coverage throughout Iowa and parts of neighboring states.

WOI is directly affected in this hearing, especially under the discussion to be carried on under Issue #7 of the points to be considered, since WOI is a Class II station assigned to and operating on a clear channel. It is not our purpose to discuss the technical or the engineering aspects of the case, nor do we wish to enter into a general conclusion for or against the main issue relative to clear channels.

While WOI's testimony is offered in terms of our own particular experience and special problems, the testimony is intended to support the original and basic point of view that broadcasting station licenses are granted "in the public interest, convenience, and necessity". One of the principles involved is to provide satisfactory program service to the largest number of listeners. Another is to provide a program choice. This, as we understand it, means service to rural as well as urban areas, and it means service in terms of the peculiar needs, interests, demands and economic necessities of the population elements involved.

It seems a reasonable assumption that a broadcasting station is assigned its frequency and power, not only in terms of non-interference with other stations, but primarily and positively in terms of (1) its geographical location or area, and (2) the number and kind of population elements residing in that area and their basic needs and wants, together with ability of a station to serve them. We suggest that the special abilities of the regional educational or public service station to perform this function be carefully scrutinized and evaluated, and the requirements of those stations in terms of evening broadcast time, to provide optimum service for the population in their respective areas be considered.

Today, as we change from war to peace, we face the necessity of making adjustments in land use, in the production, marketing and distributing of agricultural commodities, in keeping with changing national and international conditions and needs. To meet the problems and changing conditions confronting agriculture calls for the latest information, clear thinking and effective cooperation in planning and developing programs and practices which are the most logical. The democratic way of life is to present the issues, inform the public and let them, through their Congressional delegations, enact suitable legislation.

If granted evening time, the college stations have demonstrated with the facilities they already have, that they will use it advantageously. As typical of such use, WOI proposes to use evening time for the purpose of presenting some of the immediate needs of 1946. Today, the United States has a vital interest in supplying food to people suffering from malnutrition and starvation, in stimulating increased activity in the sharing of clothing for shivering and freezing humanity, and in urging the public to share its housing facilities. We do this not only for humanitarian reasons, but because we realize the important role of food in restoring order and the significant investment in world peace.

A revision of rules is desirable from the standpoint of Class II stations on clear channel assignments, not only for the opportunity to render a service during morning hours before sunrise, and during evening hours after the evening meal, but to do it consistantly throughout the twelve months of the year. From the standpoint of the "interest, convenience and necessity" of the listener, it is much easier for him to be able to tune in the station of his choice, month after month, expecting to find the program of his choice, than to first consult his calendar and then learn that due to the ever-changing hour of sunrise or sunset it has been necessary for the station of his choice to omit or change the time of his favorite radio feature, in order to provide protection to a station separated by the distance of half a continent, that does not provide a satisfactory signal in his area. Fixed radio habits can ultimately be broken, but the average listener has difficulty in understanding why he cannot receive the material that he wants, when he wants it, from the station of his choice, on an "around the clock" basis throughout the twelve months of the year.

Class II educational standard radio stations, operating on clear channels, serve their respective areas in manners not possible for networks or dominant clear channel stations to serve over wide areas, on account of the wide differences in vocations and industries.

As typical of a service for the State of Iowa, WOI is pleased to think it has had a share in the past 24 years in being of service to Agriculture. Agriculture is more than a basic industry, -- it is a way of life. Iowa is one of the leading states in the Union, situated in the heart of the Corn Belt. Iowa has within its borders more than 25% of all the Grade A land in the United States, and produces from year to year more than 25% of the hogs that are slaughtered under Federal inspection. On account of the importance of "up to the minute" market news to the farmer and other live stock interests, WOI has, since May 20, 1922, considered it as one of its major functions, the daily broadcasting of a very comprehensive series of market and weather reports.

In the early years, 1922 to 1926, the live stock, grain, poultry, and dairy products reports were received by Western Union commercial news dispatches and by long-distance telephone. By 1926, the importance of these market reports became generally recognized, and by act of Congress, sufficient funds were appropriated to make it possible for the installation and operation of a leased wire directly from the Market News Office of the United States Department of Agriculture. Cooperative arrangements were completed with the USDA, and a telegraph operator began service at Iowa State College on July 15, 1926. Except for a brief interval, the service has been uninterrupted, although, in the interest of economy, reports have been received by teletype-writer since August 1, 1942 rather than through the services of a telegraph operator. This service has been greatly enlarged through the years, and other features have been added from time to time as found necessary and desirable.

The last session of the Iowa legislature (51st General Assembly) enacted legislation providing for an appropriation of $20,000.00 per annum to be used in enlarging and supplementing the present Federal Market News Service. The plan of this expanded service is to make it possible to assemble, analyze, and make public the market news information on all agriculture products at the local market level. The act passed by the 51st General Assembly was practically unanimous, there being only one dissenting vote in the Senate,

and six in the House of Representatives. This is interpreted, to some extent, as a measure of the satisfaction and confidence with which the agriculture interests of the state had held the market news released prior to the passage of this marketing act.

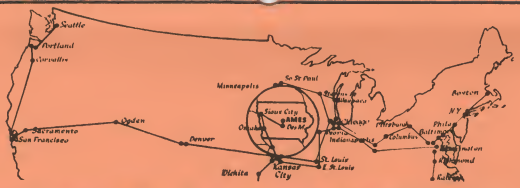
WOI throughout its long period of service to Iowa agriculture, and parts of adjacent states within its broadcasting range, has given from 60 to 100 minutes of daily broadcasting time to market news. An analysis of the attached market news schedule will show that it is the most comprehensive market news schedule released by any station in the United States. Approximately 500 minutes per week are used in the 11 broadcast periods per day, (8 broadcasts on Saturday). The broadcasts cover the estimated receipts at 12 mid-west marketing terminals, and furnish information with respect to the trading throughout the day from 8 mid-west terminal markets, from the interior markets of Iowa and southern Minnesota, as furnished from the information gathered by the Des Moines Office of the USDA, from 11 packing plants in Iowa and Southern Minnesota, and 19 reloading stations of Iowa.

It will be noted that the reports are very comprehensive since they include not only weather, live stock, grain, poultry and eggs, dairy quotations when available, and stock market quotations, but other quotations are added on special products when seasonable information indicates that timely information will be of value.

As a further service to Iowa farmers and dealers handling farm products, Station WOI is asking for evening time to afford an opportunity to present background information to producers relative to quality problems and practices of production, assembly, storage processing, and distribution of farm products. During the day our time is taken up so completely with the actual day-to-day changes and processes of the market, that it leaves no time for problems of a long-time nature. Also, the farmers and dealers are too busy during the day to listen attentively to these longer-time problems. In the evening he has time to relax, sit back and give full attention to these

WOI

MARKET NEWS THROUGHOUT THE DAY



640

ON YOUR DIAL

AMES IOWA

TERMINAL MARKET NEWS BY LEASED WIRE FROM THE U.S.D.A. - P.M.A.

INTERIOR IOWA REPORTS FROM FEDERAL-STATE MARKET NEWS SERVICE

THROUGH COOPERATION, EXTENSION SERVICE, IOWA STATE COLLEGE

AS REPORTED BY "CAP" BENTLEY WOI'S MARKET NEWS EDITOR

6:20 - 6:23 AM - Monday through Saturday (Central Standard Time)

1. Review of the previous days markets at Chicago.

6:40 - 6:44 AM - Monday through Saturday

1. Review of the previous days hog market at Chicago and on the Interior.
2. Review of the previous days lamb and sheep market on the Interior.
3. Early estimates of livestock receipts at the mid-west markets.

8:55 - 9:00 AM - Monday through Saturday

1. Opening Chicago hog market.
2. Estimates of livestock receipts at 8 mimd-west and totals for 12 public markets.

9:45 - 10:00 AM - Monday through Saturday

1. Weather report for Iowa and neighboring states.
2. Opening Chicago grain futures market.
3. Opening Wall Street stock market.
4. Opening report on the Interior Ia. and so. Minn. hog market.
5. Opening report on the Interior Ia. and so. Minn. sheep and lamb market.
6. Dressed meat report from New York City.
7. Opening hog market at midwest terminals.

10:30 - 11:00 AM - Monday through Saturday

1. Chicago grain futures as of 10:15.
2. Chicago live poultry and spot egg report.
3. Iowa weather report.
4. Mid-morning report on the interior hog market.
5. Mid-morning report on the interior lamb and sheep market.
6. Mid-morning reports on hogs, cattle and sheep for 7 mid-western Terminal markets. (On Saturday weekly summaries of all classes and all markets.)
7. The Chicago spot egg report between 10:58 and 11:00.

11:29 - 11:31 AM - Monday through Saturday

1. The Chicago grain futures as of 11:15.
2. Mid-day Wall Street stock market.

12:00 - Noon - Monday through Saturday

1. The Chicago spot egg report.

12:15 - 12:20 PM - Monday through Saturday

1. Weather summary for the midwest. (Tuesday and Friday 5 day forecasts.)
2. Summary of hog trading at the midwest Terminal markets up to the noon hour.
3. Summar of the Interior hog trading up to the noon hour.
4. Summary of cattle trading at the midwest Terminal markets up to the noon hour.
5. Summary of sheep and lamb trading at the midwest Terminals up to the noon hour.
6. Summary of the Interior sheep and lamb trading up to the noon hour.
7. The Chicago egg prices for US extras and current receipts.
8. The Chicago quotations on the nearest grain option as of 12:00 noon.
9. Estimates of livestock numbers expected at midwest Terminals.

1:30 - 1:50 PM - Monday through Friday

1. Chicago: a. Spot Egg; b. Egg Futures; c. Live Poultry
   New York: a. Spot Egg; b. Live Poultry
2. Iowa weather summary. (Tuesday and Friday 5 day forecasts.)
3. The closing reports on hogs for 7 midwest Terminal markets.
4. The closing report on the Interior hog trade.
5. The closing reports on sheep and lambs for 7 midwest Terminal markets.
6. The closing reports on the Interior sheep and lamb trade.
7. The closing Chicago grain futures and cash sales with comments on the days trade. (Saturday this grain report is given at 12:30 PM)
8. The closing reports on cattle for 7 midwestern Terminal markets.
9. Estimates of livestock receipts for tomorrow's trading at 6 midwest Terminals.

2:29 - 2:30 PM - Monday through Friday

1. Closing Wall Street stock market.

6:12 - 6:15 PM - Monday through Friday

1. New York: a. Wall Street close; b. Bond close; c. Cotton close
2. Chicago: a. Grain close; b. Spot egg; c. Live Poultry
3. Hogs - Midwest Terminals and the Interior Ia. and so. Minn. close.
4. Cattle - Midwest Terminal close.
5. Sheep - Midwest Terminal and the Interior Ia. and so. Minn. close.

matters of quality. More time could also be given to late summaries of the daily market transactions.

The discussion of these marketing and agricultural topics will be extended after the evening meal and before an early retiring hour, with the radio presentation, by qualified authorities, of such topics as health, sanitation, rural electrification, improved nutrition, soil conservation, and combating juvenile delinquency, to mention only a few of many topics in which many serious-minded listeners are interested. Many constructive programs may be presented by and for such organizations as the 4-H Clubs and the Future Farmers of America. The boys and girls of today are the greatest asset and hope for the future of the state and nation....

Within recent months, through the leadership of Mr. H. C. S. Thom, more complete weather releases are made available through the cooperation of the Committee on Climatology of Iowa State College, the Des Moines Office of the U. S. Weather Bureau and WOI. A sample daily broadcast is attached. It is self-evident as to the value it will be to the farmer if the general weather summary, the forecast, and farming outlook may be received before retiring about 9:00 PM, as a basis of determining the next day's farming operations.

7 - A - Exhibit 173

COLLEGE WEATHER BULLETIN

Monday, April 22, 1946

Climatology Committee
in cooperation with
U. S. Weather Bureau and Radio Station WOI

SUMMARY

The weather over Iowa during the week-end was a welcome one of generally clear to partly cloudy skies and unseasonably warm temperature. Afternoon highs ranged from the low seventies on Saturday to the low and mid eighties on Sunday, with the high of 85 reported at Onawa Sunday afternoon. Temperatures this morning were mostly in the mid fifties with a low of 53 reported at Ames and Mason City. A moderate flow of moisture from the gulf in a weak, low pressure trough extending from northern Maine to New Mexico has caused increasing cloudiness over the mid-west this morning with considerable shower activity in northwest Iowa. Accumulated amounts have been light to moderate with a twenty-four hour total of .51 of an inch at Inwood.

FORECASTS

Ames: Considerable cloudiness with occasional showers or thunderstorms this afternoon, tonight and tomorrow. Continued unseasonably mild today and tonight, becoming cooler tomorrow afternoon.

Iowa: Considerable cloudiness with occasional showers and scattered thunderstorms in west and north portions this afternoon, south and east portions tonight, and south central and extreme east portions tomorrow. Moderately cooler in northwest section this afternoon and tonight, and in east and central section Tuesday.

Farming Outlook: Continued cooler trend east and central portions Tuesday night. Wednesday partly cloudy with showers in southeast and south central portions. Accumulated precipitation during shower periods will be rather substantial in most sections. South and southwest winds of 15 to 20 miles per hour shifting to northwest and north in northwest section this afternoon and northeasterly elsewhere tonight or tomorrow. Average maximum today in the high seventies. Average temperatures Tuesday - Northwest, low 45, high 60; South and East, low 58, high 67. Average temperatures Wednesday - Northwest, low 36, high 70; South and East, low 46, high 70.

One of the special services a university station may render is typified in the war "Farm and Home Week" series presented from WOI. In 1942-43 it became apparent that war-time restriction on gasoline and rubber would seriously curtail travel. The important Farm and Home meeting on the campus that year, for its 43rd annual session, had been viewed as an important gathering to plan goals and farm production for the impending war years. The on-campus meeting was cancelled. Radio came to the rescue. The college immediately drew up a program for a meeting to be produced for and by radio in place of the originally planned affair. A full week of special broadcasts was planned and presented. The series met with such success that the program was continued on this annual radio basis until the end of the war. Cooperating agencies working with the entire college staff included the United States Department of Agriculture, the Iowa Farm Bureau Federation, the British Information Service, and others. A serious limitation on this otherwise successful venture was the inability of WOI to secure evening broadcast hours during this crucial food production period. The Des Moines Register and Tribune, owner (then) of two competing radio stations saluted the event; "This year's "Farm and Home Week" at Iowa State College.....is 'by radio' for the third successive year.....Come to think of it, it is odd that we made so little use of such techniques before we were forced to it by war-time conditions.....important gatherings occasionally get part of the proceeding broadcast -- but generally it's the speech by a 'big name', which has nothing whatever to do with the business of the gathering....with the "Farm and Home Week", however, the broadcasts are the meeting itself."
(Des Moines Register, February 12, 1945)

Inserted here was Exhibit 172, a bulletin describing the Iowa State College "Farm and Home Week". No more copies of this booklet are available. Originals are on file with the Federal Communications Commission.

The average radio stations, owned and operated by colleges and universities, are not hampered with commercial committments, and can readily adjust its program to accommodatethe specific needs of its listeners. It can broadcast timely suggestions for the use of the farmer and gardner in increasing food production at a time when it is so drastically needed to alleviate starving humanity in stricken areas.

Without commercial committments, the college station may make quick changes in program schedules in order to share with the listening public musical concerts, addresses by distinguished visiting authorities in their respective fields, and many other programs of cultural entertainment and interesting instruction that the college brings to its campus for the edification of its students and faculty. . . .

The college owned station with evening time at its disposal is able to shift its program in order to bring to youth and to sport fans in general its play-by-play description of inter-collegiate and high school basketball tournaments in their entirety, to the great satisfaction of alumni and radio listeners who enjoy this sport. As typical of what other colleges can do, WOI was able, through the courtesy of the Federal Communications Commission in granting Special Service Authorizations, to render such a service in the pre-war year during ten (10) evenings of January, February, and March, 1941, and again this year, since War restrictions were lifted, during nine (9) evenings of January, February, and March, 1946.

This service was much appreciated, as is indicated by many letters, three of which are quoted:

April 4, 1946
Des Moines, Iowa

"We appreciate very much your congratulations regarding our recent tournament, and we want to take this opportunity of thanking you for your fine cooperation which we received from you and your station. Thousands of people in the State of Iowa listened to WOI broadcast the tournament games, and many people have reported to me the fine reception which they had of the games."

Lyle T. Quinn, Executive Secretary
IOWA HIGH SCHOOL ATHLETIC ASS'N

March 30, 1946
LeMars, Iowa

"We wish to express our appreciation for the broadcasts of the Iowa State High School Basketball Tournament, which was carried by your station.

Everyone in LeMars and the surrounding communities was especially interested in the State Tournament this year, and being able to hear the broadcasts from your station, was, we believe, a great public service for this community."

M. J. Harner, President
LEMARS CHAMBER OF COMMERCE

March 25, 1946
Centerville, Iowa

"I wish to express my appreciation for your broadcast of the basketball games at Iowa City. Reception in Centerville, of the other stations which were broadcasting, was almost negligible in the evening. WOI came in very satisfactorily and revealed the fact that they should be permitted to broadcast evening programs."

E. W. Fannon, Superintendent
CENTERVILLE PUBLIC SCHOOLS

These 19 broadcasts of play-by-play description of high school and inter-collegiate basketball games during the winter months of 1941 and 1946 were a means of wholesome entertainment to students in the high schools of Iowa, as well as the public in general, and brought no letters or other word of disapproval from any listeners, who may have experienced interference in getting the program of the dominant station on the 640 kilocycle assignment, which leads us to believe that more of the public will be served if, with proper engineering safeguards, the Special Service Authorizations could be made permanent.

The real value of a radio station, however, rests not so much in its unusual and special services as in the impact and utility of its day-by-day program scheduled. The market news reported above, as well as being a special service, is a day-by-day service. Other items of great value in WOI's regular daylight schedule include its program of agricultural information, (other than market news), its broadcasts of local, regional, and national

news, its extensive programs of classical and semi-classical music, its program service to women and to children, and its non-sectarian religious programs.

Each week WOI, cooperating with the Iowa Agricultural Extension Service and the various departments of the college, produces 560 minutes of farm program each week; 500 minutes of market news; 1240 minutes of classical and semi-classical music; 215 minutes of women's program material; 150 minutes of special children's programs; and 185 minutes of non-sectarian religious material. All of these services draw directly on college resources, all are locally-produced programs, and one, the children's series, is noteworthy by being the only pre-school broadcast, to our knowledge, in the country.

These worthwhile programs are presented at the best availble listening periods, according to the best information we can derive from surveys -- our own and others.

The educational stations have the interest and confidence of non-profit organizations within their listening areas. WOI cooperates with 20 such organizations belonging to the Iowa Council for Better Education. These organizations have a vital interest in education on all levels, and the members of these organizations would welcome an opportunity to participate in radio discussions and to listen to programs during evening hours on topics as to best ways and means of insuring equal educational opportunities for youth.

On account of daytime employment, the radio discussions now presented during daylight hours are not generally available for many listeners that would be vitally interested, if they had an opportunity to listen during evening hours.

It is believed that much good could be accomplished through unity of purpose and action, if these issues could be discussed at a time when it is convenient for the listeners who are vitally interested in the promotion of better education.

However, we are severely handicapped in serving our listeners, both by the absence of nighttime broadcast periods and by the variable sign-off period in the winter months. We are always, by the denial of nighttime, denied a majority of male listeners, and each time a successful summer program period is built up, its effectiveness must be terminated when the shorter days come. This arrangement is incongruous. Much of WOI's program material accrues from the college and kindred organizations. Thus, by far the greatest amount of program material is available during those months when the college and the schools are in session, September through May. But under WOI's broadcasting assignment, and during the periods of maximum listening, we have the fewest hours at the time when we have the most programs, and inversely, we have the most hours at the times when we have the fewest college programs. This is manifestly an unfavorable position.

WOI feels that it is performing a needed and valued service for the citizens of Iowa, who support it financially. WOI also feels that any success in its performance only indicates more clearly the limitations imposed by inability to operate at nighttime hours. WOI is forced to deny many groups the privilege and right of appearing on the air because of sheer physical impossibility in terms of time available, and furthermore, is unable to satisfy many general listener requests for services which are desired by men, as well as women, in the way of (1) special services and (2) a listening choice at night.

It is interesting to note that in spite of WOI's status as a daylight station, that under War daylight savings time when the evening hours were, in effect, somewhat extended for several months of the year, that several programs of semi-classical, classical music, news and public affairs programs achieved sufficient interest and listener following so that WOI shows up with considerable strength as a "nighttime station" in the 1945 Iowa Radio Survey, conducted by Dr. Forest Whan and distributed by Station WHO. WOI ranked 8th among Iowa stations "heard regularly at nighttime", showing 5.6% of the response among the questionnaires. This ranked WOI Number 8 out of a sequence of 14 Iowa stations regularly heard in the state at nighttime. . . .

A WOI survey, conducted in the summer of 1945, in collaboration with the Iowa Agricultural Extension Service, demonstrated several significant facts, both in relation to WOI's daytime service and with respect to nighttime service proposed by WOI in an application for extended time during the presently prohibited hours.

An effort was made to determine the best possible time to present farm information to listeners for use in the day-by-day farm job. Following is a summary of five of the questions asked, (Numbers 3, 12, 13, 14, and 16) dealing with listener preferences on farm market and general farm information, weather, farm service during evening broadcast time, and preferred times for the evening news final.

Attached is Exhibit 173, a questionaire for WOI Farm Radio Survey conducted by Mr. Edward Wegener, which was sent to Iowa farmers as described in Exhibit 174 which follows.

Realizing its obligation to the listening public and particularly the Agricultural interest of the state, WOI had operated be inning at 6:00 AM, CST, on a year around basis for many years prior to June 7, 1940, the date of the adoption of Federal Communications Commission Order #74, which permitted operation after 4:00 AM, CST. This procedure was followed until the privilege was cancelled on February 11, 1942, with the advent of War daylight saving time, and the beginning hour specified to be not earlier than sunrise. The average sunrise time by the months at Ames during the nine months of the year when sunrise was later than 6:00 AM, CWT, was as follows:

January	8:45 AM	C.W.T.
February	8:15 AM	C.W.T.
March	7:30 AM	C.W.T.
April	6:30 AM	C.W.T.
August	6:15 AM	C.W.T.
September	7:00 AM	C.W.T.
October	7:30 AM	C.W.T.
November	8:00 AM	C.W.T.
December	8:30 AM	C.W.T.

COOPERATIVE EXTENSION WORK
IN
AGRICULTURE AND HOME ECONOMICS
STATE OF IOWA

EXTENSION SERVICE

IOWA STATE COLLEGE OF AGRICULTURE
AND U. S. DEPARTMENT OF
AGRICULTURE COOPERATING

AMES, IOWA

Dear Friend:

During the past few years radio stations have been used extensively in Iowa to carry agricultural information to rural families.

The Agricultural Extension Service is interested in improving the efficiency of radio broadcasting in reaching you with the best possible farm information at the best time for your use in the day-by-day farm job. Since we do not know the answers to many of the questions concerning farm broadcasting, your opinions on the use of radio will be very helpful to us.

Please fill out the enclosed questionnaire which begins on the back of this letter. We realize that you are extremely busy these days with spring work, but we hope that either you or some member of your family will be able to find time to take a few minutes to check the answers for the sixteen questions.

So that the information may be of the greatest value to us and eventually to you, please return the questionnaire within the next ten days. Use the enclosed, self-addressed envelope which requires no postage. Thank you.

Yours very truly,

C. R. Elder

C. R. Elder
Extension Editor

P. S. If you do not own a radio, please return the questionnaire unanswered, using the self-addressed envelope.

(over)

EXHIBIT 173

County _____

1. What size farm do you operate? _____Acres.

   _____Acres owned.

   _____Acres rented.

2. Is your radio at present in working order?

   _____a. Yes

   _____b. No

   If you answered "no", how long has it been out of operation?

   _____months.

3. Most radio stations in the midwest present farm programs. Will you name the stations to which you listen to for each of the following. Please give station call letters for your first three choices in order of preference, and state your main reason for your station preference in each case.

FARM MARKET INFORMATION

	Station	Reason
1.		
2.		
3.		

GENERAL FARM INFORMATION

	Station	Reason
1.		
2.		
3.		

4. In your home who listens regularly to general farm programs? Please check one for either morning or noon programs...or one in each column if you listen to both. Include yourself in the answer.

Morning (5:00-7:30)	Noon (11:30-1:30)
_____a. Husband only	_____a. Husband only
_____b. Wife only	_____b. Wife only
_____c. Husband and wife	_____c. Husband and wife
_____d. Some other member of family	_____d. Some other member of family
_____e. Entire family	_____e. Entire family

5. Farm programs are broadcast at various times of the day. On the farm, listening times vary from season to season. Please check on the two lists below (summer and winter) the hours when you listen to farm programs.

SUMMER

Morning	Noon	Evening
____5:00-5:30	____11:30-12:00	____6:00-6:30
____5:30-6:00	____12:00-12:30	____6:30-7:00
____6:00-6:30	____12:30- 1:00	____7:00-7:30
____6:30-7:00	____ 1:00- 1:30	____7:30-8:00
____7:00-7:30	____ 1:30- 2:00	____8:00-8:30
____7:30-8:00		____8:30-9:00
____8:00-8:30		____9:00-9:30
____8:30-9:00		____9:30-10:00

WINTER

Morning	Noon	Evening
____5:00-5:30	____11:30-12:00	____6:00-6:30
____5:30-6:00	____12:00-12:30	____6:30-7:00
____6:00-6:30	____12:30- 1:00	____7:00-7:30
____6:30-7:00	____ 1:00- 1:30	____7:30-8:00
____7:00-7:30	____ 1:30- 2:00	____8:00-8:30
____7:30-8:00		____8:30-9:00
____8:00-8:30		____9:00-9:30
____8:30-9:00		____9:30-10:00

6. In your opinion what is the single best time of day or night for the broadcast of a half-hour farm program? Please name the best half-hour period for both summer and winter for such a program.

Summer

(AM or PM) Circle the one desired.

(_____) Half-hour period.

Winter

(AM or PM) Circle the one desired.

(_____) Half-hour period.

7. Most farm broadcasts contain both information and music. On a half-hour farm program which of the following combinations is most desirable? Please check one.

____a. No music at all.
____b. 25 minutes of information broken up by 5 minutes of music.
____c. 20 minutes of information broken up by 10 minutes of music.
____d. 15 minutes of information broken up by 15 minutes of music.
____e. 20 minutes of music broken up by 10 minutes of information.
____f. Some other combination (Explain) _____

_____.

8. There are several ways of presenting farm information on a broadcast. From the following list of methods check your first and second choices of those most useful to you, by using numbers 1 and 2.

_____a. A talk by a farm authority.
_____b. An interview of a farm authority by the farm editor (broadcaster).
_____c. A report of the farm authority's material by the farm editor.
_____d. Questions sent in by listeners, answered by the farm editor.
_____e. Some other method (Explain)_____

_____.

9. Which of the following types of music do you prefer to hear on a farm program? Please indicate first and second choices by using numbers 1 and 2.

_____a. Military marches.
_____b. Familiar songs.
_____c. Old time (Polka, schottische, waltz)
_____d. Hymns.
_____e. Cowboy songs.
_____f. Classical and light classical music.
_____g. Any other (Explain) _____.

10. If farm market information is included in a half-hour noon farm broadcast, which of the following types of market report is most useful to you? Please check one.

_____a. A very brief summary of recent market activity (trends and outlook).
_____b. Detailed information of the day's markets.
_____c. A combination containing more summary than detailed information.
_____d. A combination containing more detailed information than summary.
_____e. Some other type of market report (Explain) _____

_____.

11. In the day-by-day reports of market conditions which of the following types of report are most useful to you. Please indicate by numbering in order of importance, with number "1" as the most important.

_____a. Hogs
_____b. Cattle
_____c. Sheep
_____d. Dairy products
_____e. Poultry and eggs
_____f. Grains and feed
_____g. Any other (Explain) _____.

12. What do you thihk are the two best times (day and night) for the broadcast of a complete and detailed weather summary and forecast? Please name exact time for each.

Day (6:00 AM - 6:00 PM) Night (After 6:00 PM)

(_____) (_____)

13. When do you regularly listen to your final news and weather broadcast of the evening? Please state exact quarter hour.

(_____)

14. If you could choose the most convenient time to listen to a final news and weather broadcast, what time would you choose? Please name exact fifteen-minute period. (_____)

15. Few radio stations have farm programs in the evening. Would you listen to a farm program in the evening?

_____a. Yes

_____b. No

If you answered "yes", what would be the best half-hour period between 6:00 PM and 10:00 PM for such a program? Please check a time for both summer and winter.

Summer	Winter
_____a. 6:00-6:30	_____a. 6:00-6:30
_____b. 6:30-7:00	_____b. 6:30-7:00
_____c. 7:00-7:30	_____c. 7:00-7:30
_____d. 7:30-8:00	_____d. 7:30-8:00
_____e. 8:00-8:30	_____e. 8:00-8:30
_____f. 8:30-9:00	_____f. 8:30-9:00
_____g. 9:00-9:30	_____g. 9:00-9:30
_____h. 9:30-10:00	_____h. 9:30-10:00

16. What do you think are the most important qualities that a farm broadcaster should have? Please check <u>two</u> in order of preference by using numbers <u>1</u> and <u>2</u>.

_____a. A pleasing, easy-to-listen-to voice.
_____b. A knowledge of farm matters and problems.
_____c. The ability to use common everyday language.
_____d. Experience as a farmer.
_____e. Any other (Explain) _____

_____.

In June, 1945, four thousand seven hundred twenty-six of these questionaires were sent to farrers of Iowa. They were sent to farmers operating ten or more acres. The mailing list was obtained from a random sampling made by employees of Wallace's Farmer Magazine of that magazine's Iowa subscribers. Of the one thousand four hundred and fifty-nine questionaires returned, nine hundred and seventy four or twenty and six-tenths percent of the total number sent were tabulated.

The distribution by farm size in the tabulated responses follows very closely the distribution by size of Iowa farmers with some slight skewing in the tabulated questionaires toward the larger acreages. Returns were made from all ninety-nine counties in Iowa.

The most significant responses showing WOI's status among mid-west radio stations carrying agriculture information are those given to question three of the survey which asked, (a) what station was favored for listening to farm information, and (b) which was the most popular market information station. In the general farm information part of the question, the following results were made. WOI received three hundred and fifty-six or twenty-five and six tenths percent of the one thousand three hundred and ninety-two first, second, and third place votes cast for favorite farm information station. This placed WOI in second place among Iowa stations, WHO being the only station showing a larger return. The following table lists the number of responses and percentages of the five leading stations in this question.

WHO	544	39.1%
WOI	356	25.6
WMT	134	9.6
KMA	139	9.9
KXEL	47	3.4

In the part of the question devoted to favorite station for market information, WOI was again in second place with twenty percent of the two thousand one hundred and forty-four responses. WHO was the only station which surpassed WOI here having thirty percent responses. The following table lists the six leading stations in this portion of question one.

WHO	666	30.1%
WOI	431	20.1
WMT	203	9.5
KMA	186	8.7
WOW	77	3.6
WNAX	72	3.3

The remaining votes in each part of this question were scattered over fifteen or more stations in each case. Thus it is seen that WOI is a strong second in both catagories receiving more than half as many votes as WHO in both brackets (farm and market) and more than twice as many as the next preferred station.

EXHIBIT 179

In a question which asked for an indication of the preferred time for the reception of a complete and detailed weather summary, two day times and two evening times stood out as most desirable broadcast hours for weather. In the day time, from 6:00 A.M. to 6:00 P.M. the answers peaked at 7:00 A.M. with one hundred and forty-three or eighteen and four tenths percent of the seven hundred and seventy-three votes cast. Twelve noon received one hundred and thirty-two or sixteen and nine tenths of the seven hundred and seventy-three votes. WOI, with no commercial commitments, can bring adequate weather coverage at either of these times. The most popular evening times are 6:30, with one hundred and thirty-eight votes or seventeen and nine tenths percent of the seven hundred and seventy-three votes cast for night hours, and 8:00, with one hundred and forty or eighteen and one tenth percent of the evening votes. Here again WOI is in a fortunate position. With no network connections it can, if on the air, provide complete, adequate, and necessary weather information at the times the farm people of Iowa need and want it.

Questions thirteen and fourteen show most clearly what WOI could do in the way of public service were it given evening broadcast time. Question thirteen asked when the answerer now listened to his final news and weather broadcast of the evening. The answers were piled up at 10:00 and 10:15 P.M. with the former getting two hundred and twenty-nine or twenty-nine and nine tenths percent of the seven hundred and sixty-six votes cast, and 10:15 receiving two hundred and thirty-two or thirty and four tenths percent of the answers. This indicated a fairly late listening to final news, a time when the local stations are first clear of network programs after 6:00 P.M.

Question fourteen asked the person answering the questionaire to indicate what time he would choose as the most convenient time for a final news and weather broadcast. The peak in this case moved from 10:15 P.M. to 9:00, with that hour receiving two hundred and fourteen or twenty-six and seven tenths percent of the eight hundred and two votes cast on that question. 10:00 P.M. fell from its question thirteen figure of twenty-nine and nine tenths percent to eleven and six tenths percent, a clear indication that given their choice, the farm listeners of Iowa would rather listen to an earlier final newscast than they now have available.

One more question of the sixteen that were asked, shows what a public service station could do in the state of Iowa to provide needed and asked for information. Question fifteen asked the respondent to indicate whether or not he would listen to an evening farm broadcast, and asked him further to list the best time for such a broadcast. Five hundred and seventy-one, or sixty-four and eight tenths percent, of the eight hundred and eighty-one persons answering this question said that they would listen to an evening farm program. Thirty-five and two tenths percent said they would not. When asked for their favorite hour, the answers lined up as follows:

SUMMER

HOUR	NO.	%
6:00	21	3.7
6:30	21	3.7
7:00	41	7.3
7:30	54	9.6
8:00	131	23.3
8:30	134	23.8
9:00	112	20.0
9:30	48	8.6

WINTER

HOUR	NO	%
6:00	32	5.7
6:30	54	9.6
7:00	106	18.8
7:30	110	19.6
8:00	108	19.2
8:30	75	13.4
9:00	51	9.1
9:30	26	4.6

Thus it is seen that there is a definite need for evening farm broadcasting. This can be provided only by a station like WOI, with adequate agricultural specialists at hand and the freedom from commercial committments that permit public service programming at the evening hours when the commercial stations are in the midst of their network programs.

These five questions and their answers show quite clearly that a need exists for public service stations with adequate power and time to reach all the people who want to hear at the time these people want to hear them.

On account of the serious interruption to the WOI service to farmers in stimulating of the maximum production of "food to win the war", every effort was made to have the service resumed. Seventeen months later, July 10, 1943, the Iowa State College of Agriculture and Mechanic Arts filed an application for a Special Service Authorization (B-207 Docket #6541, File #B4-SSA-7-C) under Section 1.366 FCC rules and Regulations.

Upon examination, the Federal Communications Commission, on August 3, 1943, granted the application to the extent of authorizing operation of WOI under a schedule beginning at 6:00 AM, CWT, with power reduced to one kilowatt before local sunrise.

Notice of this action was received August 11, 1943, and program service beginning at 6:00 AM was resumed August 16, 1943, and continued for eight days until August 29, 1943, when the use of morning time before sunrise by WOI was protested by Earle C. Anthony, Inc., licensee of Station KFI, (640 kilocycles 50 kilowatts, unlimited time), and on order of Secretary T. J. Slowie, service was discontinued. Hearings were held on the application October 26 and 27, 1943, and proposed findings were later submitted by legal council for the applicant and by the petitioner. On March 29, 1944, the petition was granted effective December 9, 1944, and service was resumed on that date, and has continued in operation except that, since 2:00 AM, September 30, 1945, when time changed from War Time to Standard Time, it has had the effect of limiting the day by one hour to conform to the hour of sunset, but has made it unnecessary for WOI to sign off between 8:00 and 8:45 AM in January, between 8:00 and 8:15 AM in February, and between 8:00 and 8:30 AM in December. The use of morning time has certainly been appreciated by the WOI listeners.

As a result of service satisfactorily performed during morning hours, many listeners have requested that WOI continue its broadcast of public service programs until at least 10:00 PM. In accordance with this request for additional broadcasts during evening hours, Iowa State College of Agriculture and Mechanic Arts did file, on November 21, 1945, an application for a construction permit to install

a directional antenna to protect the dominant station on the 640 kilocycle assignment, according to present engineering standards, and to increase its power to 10 kilowatts daytime, with 1 kilowatt during the evening hours. (B4-P-4451).

In accordance with the FCC order of February 1, 1946, (mimeographed statement #89075), it is our understanding that this application is dismissed without prejudice to the filing of a petition for reinstatement after the conclusion of the proceedings in the present Clear Channel hearing, (Docket #6741). We trust that an analysis of the testimony offered will result in increased facilities being made available for educational stations when it can be demonstrated that the request is in the public interest.

WOI would propose, in the event evening time were made available, to offer a program of education, information, news and good music, with special emphasis on farm and community service. Beginning in the late afternoon, at 5:30 PM, and continuing until 10:00 PM, the following detailed schedule would be followed. WOI, in suggesting this typical use, (typical usage for public service and educational stations), points out that we have already had successful experience in programing this type of material during evening periods in the summer under War Daylight Saving Time.

EVENING SCHEDULE

5:30 - Monday through Friday - IOWA STATE TODAY - a sequence of 15 minute programs featuring the various department of Iowa State College explaining to students and citizens of the state, services offered, functions performed, describing scholastic and educational opportunities available through this technical institution.

5:30 - Saturday - TODAY'S MUSIC - fifteen minutes of popular music, continuing the program which immediately preceeds this phonograph records and electrical transcriptions.

5:45 - Monday through Friday - CHILDREN'S PLAYHOUSE - A dramatized feature for children of 7 to 12 years, featuring great works of children's literature. Produced under the auspices of the Department of English and Speech and the Department of Child Development at Iowa State College.

5:45 - Saturday - ON THE ALERT - A program of public safety education, presented under the auspices of the Iowa Department of Public Safety, State House, Des Moines, Iowa.

6:00 - Monday through Saturday - WORLD NEWS - A 15-minute news summary from the facilities of Press Association, United Press and college news sources.

6:15 - Monday through Saturday - MUSIC TO REMEMBER - A 45-minute program of transcribed and recorded dinner music of a high character, presented under the auspices of the Department of Music, Iowa State College.

7:00 - Monday through Saturday - IOWA EDITORIAL PAGE - A 15-minute program, beginning with a brief world news summary from Press Association and United Press, continuing with presentation of selected editorials from various Iowa daily papers. Careful attention will be given to presenting both sides of any issue. Produced in cooperation with the Department of Technical Journalism, Iowa State College, and the Iowa Daily Press Association.

7:15 - Monday through Saturday - TWILIGHT SYMPHONY - A 45-minute broadcast of the world's great symphonies. A recorded and transcribed program, presented under the auspices of the Iowa State College Department of Music. Attention is given to the technical excellence of the recording and also to the reproduction for broadcast.

8:00 - Monday through Saturday - WORLD NEWS - A 5-minute broadcast of world and state news from Press Association. Presented under the auspices of the Department of Journalism, Iowa State College.

8:05 - Monday through Saturday - FARM AND FIELD - A 25-minute program devoted to problems of the farmer, the produce man, the small-town business man, the banker and the sportsman. Aimed at the broader social and economic problems which confront the citizen in the rural and small town area, the program will have the cooperation of the Iowa Agricultural Extension Service, the U.S. Department of Agriculture, the Agricultural Department of the State of Iowa, the Iowa Fist and Game Commission, the Iowa Industrial Commission, and the related divisions of teaching and research at the Iowa State College.

8:45 - Monday through Saturday - KEYBOARD MELODIES - A 15-minute live and transcribed program of semi-classical music offered as a mid-evening listening alternative. Presented under the auspices of the Department of Music, Iowa State College.

9:00 - Monday through Saturday - NEWS FINAL - A 10-minute round-up of world and Iowa news from Press Association. Presented by the Department of Journalism at Iowa State College. This will provide Iowa listeners with the first complete news summary of any station in the area.

9:10 - Monday through Saturday - WIND AND WEATHER - A 5-minute forecast and explanation of weather conditions in Iowa and adjoining states. More than a mere weather forecast, this is designed as a continuing education in an explanation of factors in climatology. It will be phrased in terms for farm and livestock operations. Presented in cooperation with the Departments of Climatology and Meteorology, Iowa State College, and related Departments in the United States Department of Agriculture. Presented under the Special auspices of the United States Weather Bureau, Des Moines Office.

9:15 - Monday through Saturday - SCHOOL FOR CITIZENS - A 25-minute adult "school of the air" involving the cooperation of all departments of the Iowa State College, the Iowa Agricultural Extension Service, the Iowa Industrial Commission, the Iowa State Department of Education, and interested civic groups. Techniques will range from lecture to drama, from forum presentations to interviews. Objectives will not be the "classroom" or the disciplinary approach commonly attempted, but a broad attack on social problems ranging from concerns of marriage, the family and mental hygiene, to current problems in economics, labor and Iowa farm and public life. One night each week will be devoted to material presented in such a way it will afford correspondent students of Iowa State College to maintain continuing liason with their courses of study.

9:45 - Monday through Friday - HYMNTIME - a 15-minute program of sacred music, transcribed, recorded, and live, telling the histories of hymns, offering a different type of sacred music at a different time than any other station in the area. Presented under the auspices of the Department of Music and Religious Education at the Iowa State College.

10:00 - Monday through Friday - SIGN-OFF

To render their maximum service, educational radio stations need to enjoy radio facilities during evening hours with sufficient power to cover their normal listening territory, which in the case of tax-supported institutions is the state or area in which taxes are paid for the support of the institution.

Radio channels belong to the people, and they should be used in the public interest. We contend that the public interest is better served by allowing better facilities, including evening hours and more power on clear channel for assignments to educational stations where it can be demonstrated that programs of educational material and cultural entertainment may be broadcast by the educational stations without causing serious interference to the signal of the dominant stations in areas

where the listener may be dependent upon the dominant stations for program material

If such duplicate nighttime use of clear channel facilities may be authorized under proper engineering safe-guards, the probabilities are that the listener, in areas where he does experience interference in getting the program of the dominant stations, will be able to listen to the same program over a closer radio station of the same network operating on a different frequency.

Stations have a distinct mission to perform in serving the geographical area in which they are located, and it is program content which is of primary interest to the listener. The needs and tastes vary to a considerable extent in different regions, depending on the vocations, products and general cultural level of the listeners. In order to render thorough service, the stations must have proper facilities, which, in the case of WOI, includes evening time and sufficient power with which to reach its listeners throughout the tax-supporting area of the State of Iowa.

Our justification for asking for a change of rules whereby Class II stations, such as WOI, may operate during evening hours on clear channel frequencies, is that listeners have respect and confidence in the fact material being presented by the faculty of its own State College of Agriculture and Mechanic Arts, and released through the sustaining programs of its own radio station, who has nothing to sell but service.

Attached is a copy of Exhibit 175, "640 on Your Radio Dial", the quarterly program bulletin for Station WOI for the months of April, May, June, 1946.

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."

A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities

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